

## Claims

- [c1] A method for optimizing golf car deployment comprising the steps of:  
recording golf car usage record based on axle revolutions;  
associating a golf car identification with the usage record;  
communicating the usage record and associated identification to a data store;  
calculating total usage data for each golf car identification; and  
reporting total usage data.
- [c2] The method of claim 1 further comprising the steps of:  
calculating golf car rental income data for a predetermined time frame;  
calculating golf car usage data for the same time frame; and  
comparing rental income data with usage data whereby discrepancies between actual use and rental records may be resolved.
- [c3] The method of claim 2 further comprising the steps of:  
providing a software conduit for exporting golf car rental income data to the data store from an accounting application.
- [c4] The method of claim 2 further comprising the steps of providing a software conduit for importing golf car usage data from the data store to an accounting application.
- [c5] The method of claim 2 further comprising the step of calculating a usage-income efficiency value based on the step of comparing rental income data with usage data.
- [c6] The method of claim 5 further comprising the steps of identifying at least one, or more employees responsible for collecting golf car rental income and grouping the usage-income efficiency value with the at least one or more employees.
- [c7] The method of claim 5 further comprising the step of measuring the usage-income efficiency value of a first golf course operation against a second golf course operation to determine the relative profitability of each course in view of golf car usage.

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| [c8]  | The method of claim 1 further comprising the steps of:<br>prioritizing the deployment of golf cars based on total usage data; and<br>communicating a priority order by a visual indicator.   |
| [c9]  | The method of claim 8 wherein the visual indicator comprises at least one light emitting diode.  |
| [c10] | The method of claim 8 wherein the visual indicator comprises a liquid crystal display.   |
| [c11] | The method of claim 10 wherein the liquid crystal display indicates deployment priority numerically.   |
| [c12] | The method of claim 10 wherein the liquid crystal display indicates deployment priority alphabetically.  |
| [c13] | The method of claim 10 wherein the liquid crystal display also indicates a battery capacity level.   |
| [c14] | The method of claim 10 wherein the liquid crystal display also indicates golf car position by global positioning satellite.  |
| [c15] | The method of claim 1 further comprising the steps of:<br>grouping total usage data into operational units;<br>calculating a benchmark value across a plurality of operational units; and<br>comparing usage data of an individual operational unit against the benchmark value to quantify the relative success of the individual operational unit. |
| [c16] | The method of claim 15 further comprising the step of modifying marketing programs responsive to the comparison.   |
| [c17] | The method of claim 15 further comprising the step of modifying personnel scheduling responsive to the comparison.   |
| [c18] | The method of claim 15 further comprising the step of modifying maintenance programs responsive to the comparison.   |
| [c19] | The method of claim 15 further comprising the steps of concealing the identity   |

of the other operational units from the individual operation unit under comparison to encourage participation of a plurality of operational units without concern that competitive data might be disseminated.

- [c20] The method of claim 1 further comprising the steps of:  
collecting golf car battery level data concurrently with usage data;  
correlating battery level data and usage data; and  
evaluating battery performance based on usage data.
- [c21] The method of claim 20 further comprising the step of associating product warranty data with battery performance to verify product warranty claims.
- [c22] The method of claim 20 further comprising the step of scheduling preemptive maintenance responsive to poor battery performance.
- [c23] The method of claim 20 further comprising the step of transmitting battery performance to original battery manufacturers.
- [c24] The method of claim 1 further comprising the steps of:  
scheduling maintenance procedures based on usage data.
- [c25] The method of claim 24 further comprising the step of optimizing staffing schedules coincident with the scheduled maintenance procedures.
- [c26] The method of claim 24 further comprising the step of optimizing the scheduled maintenance procedures coincident with low equipment demand periods.
- [c27] The method of claim 1 further comprising the step of confirming golf car inventory based on the golf car identification.
- [c28] The method of claim 27 further comprising the steps of establishing a predetermined inventory value and reporting a deviation of the value in the confirmation step.
- [c29] The method of claim 27 further comprising the step of reporting the confirmation to an original equipment manufacturer having a security interest in the golf cars.

- [c30] The method of claim 27 further comprising the step of reporting the confirmation to an insurer having a security interest in the golf cars.
- [c31] The method of claim 27 further comprising the step of reporting the confirmation to a lender having a security interest in the golf cars.